

Regional Tourism Satellite Account

Victoria's Regions, 2016-2017

Tourism is a valuable contributor to Victoria's regional economies. In 2016-17, tourism was worth a total of \$15.7 billion to Melbourne (in GRP) and generated employment of 119,800 people (directly and indirectly). In regional Victoria, tourism was worth \$7.5 billion to the economy (in GRP) and generated employment of 85,600 people.

	2016-17		Change on 2015-16		2016-17		Change on 2015-16		
	Melbourne			Regional Victoria					
Tourism GVA (\$M)									
Direct	7,821	▲	8.3%	3,433	▲	11.3%			
Indirect	6,344	▲	8.0%	3,171	▲	10.1%			
Total tourism GVA	14,165	▲	8.2%	6,604	▲	10.8%			
Total region GVA	297,306	▲	5.0%	83,083	▲	6.2%			
Tourism's direct share of region GVA	2.6%	▲	0.1% pts	4.1%	▲	0.2% pts			
Tourism GRP (\$M)									
Direct	8,374	▲	8.5%	3,839	▲	11.2%			
Indirect	7,329	▲	7.3%	3,666	▲	9.4%			
Total tourism GRP	15,703	▲	8.0%	7,505	▲	10.3%			
Total region GRP	317,734	▲	5.0%	88,791	▲	6.2%			
Tourism's direct share of region GRP	2.6%	▲	0.1% pts	4.3%	▲	0.2% pts			
Tourism Employment ('000 persons)									
Direct	79.1	▲	5.9%	64.7	▲	8.7%			
Indirect	40.7	▲	7.9%	20.9	▲	9.8%			
Total tourism employment	119.8	▲	6.6%	85.6	▲	8.9%			
Total region employment	2,253.8	▲	4.0%	861.5	▲	4.0%			
Tourism's direct share of region employment	3.5%	▲	0.1% pts	7.5%	▲	0.3% pts			

Source: Tourism Research Australia's Regional TSA model 2016-17

NB Total Vic figures are the published estimates for Victoria in the State Tourism Satellite Accounts 2016-17 by Tourism Research Australia (publicly released in April 2018).

HOW DO I READ THIS TABLE?

> In 2016-17, *direct* tourism GRP in Melbourne was worth \$8.4 billion (↑ 8.5% compared to 2015-16). This was 2.6% of the region's total direct GRP.

> *Indirect* tourism GRP was worth an extra \$7.3 billion to Melbourne's economy

> **So, in 2016-17, tourism (both direct and indirect) was worth \$15.7 billion to Melbourne's economy.**

What is **tourism consumption**?

> The total value of goods and services consumed by domestic and international visitors in Australia

What is **direct** contribution?

> Money spent directly in the tourism industry – without a tourism industry this money wouldn't be generated, or these people wouldn't be employed.

What is **indirect** contribution?

> The flow-on effect of the tourism industry. In Melbourne, every dollar spent in the tourism industry, created additional value elsewhere in the economy.

Why do we use **GVA**?

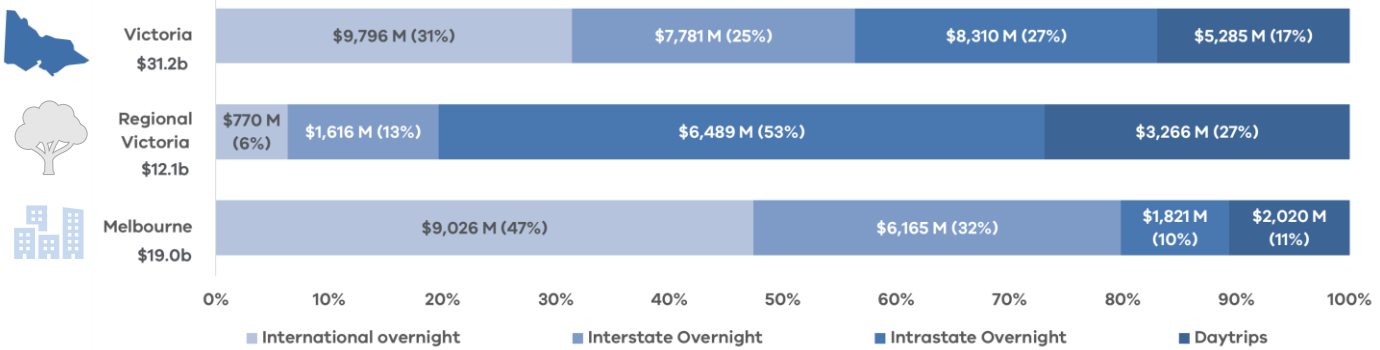
> GVA allows easier comparisons across industries. GVA is equal to GDP/GRP minus taxes.

Economic Contribution of Tourism to Victoria's Regions

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Consumption

Share of Regional Consumption by Visitor Segment



^ Almost half (47%) of tourism consumption in Melbourne during 2016-17 was by international overnight visitors to the state, while these visitors accounted for only six per cent of tourism consumption in regional Victoria.

^ Intrastate overnight visitors travelling within Victoria accounted for more than half (53%) of tourism consumption in regional Victoria during 2016-17, but accounted for only ten per cent of tourism consumption in Melbourne.

Gross Value Added (GVA)

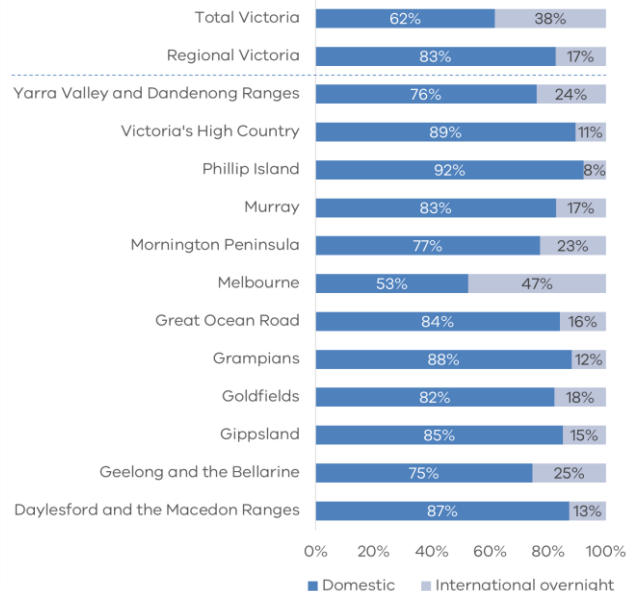
> In 2016-17, the non-metropolitan regions with the greatest proportion of direct GVA attributable to **international overnight** visitors to Victoria were Geelong and the Bellarine (25%), Yarra Valley and the Dandenong Ranges (24%) and Mornington Peninsula (23%).

> In 2016-17, the non-metropolitan regions with the greatest proportion of direct GVA attributable to **domestic** (overnight and daytrip) visitors to and within Victoria were Phillip Island (92%), Victoria's High Country (89%) and the Grampians (88%).

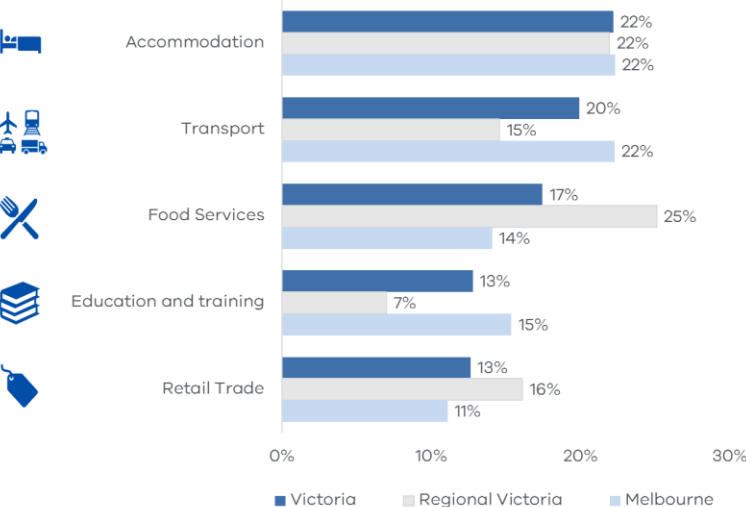
> Overall, 83 per cent of regional Victoria's direct tourism GVA was attributable to domestic visitors and 17 per cent to international overnight visitors.

> Forty-seven per cent (47%) of Melbourne's direct tourism GVA was attributable to international overnight visitors and 53 per cent to domestic visitors.

Share of Direct Regional Tourism GVA by Visitor Segment



Industry Share of Direct Tourism GVA – Victoria's Top 5 Sectors*



< Direct tourism GVA from tourism in Victoria was \$11.3 billion in 2016-17.

< The five industry sectors that made the highest economic contribution to Victoria are presented.

< Accommodation was the top contributing sector in Victoria at \$2.5 billion, or 22 per cent of the state's direct tourism GVA.

< In regional Victoria, food services made the highest contribution to direct tourism GVA, at \$862 million or 25 per cent of direct GVA.

< In Melbourne, accommodation (22%) and transport (22%) made the greatest contribution to direct tourism GVA (worth \$1.7 billion respectively).

* Note: see 'Appendix B – Notes' for aggregated industry sector definitions

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Significance of Tourism to Victoria's Regions

> Phillip Island is the tourism region with the greatest reliance on tourism. For Phillip Island, tourism represents 19.1 per cent of direct GVA, 20.3 per cent of direct GRP and 29.7 per cent of direct employment in the region.

> Victoria's High Country is the tourism region with the second highest reliance on tourism, with tourism representing 9.1 per cent of direct GVA, 9.6 per cent of direct GRP and 16.0 per cent of direct employment in the region.

> Melbourne is the region least reliant on tourism, with tourism representing 2.6 per cent of direct GRP, 2.6 per cent of direct GVA and 3.5 per cent of direct employment.

Direct Share of the Regional Economy (ranked by GRP share)

	 GRP	 GVA	 Employment
Phillip Island	20.3%	19.1%	29.7%
Victoria's High Country	9.6%	9.1%	16.0%
Great Ocean Road	7.6%	7.2%	13.2%
Daylesford and the Macedon Ranges	5.5%	5.3%	11.8%
Mornington Peninsula	4.2%	4.0%	6.3%
Yarra Valley and Dandenong Ranges	3.7%	3.6%	5.7%
Murray	3.5%	3.3%	6.4%
Grampians	3.4%	3.3%	8.0%
Gippsland	3.4%	3.2%	6.5%
Geelong and the Bellarine	3.3%	3.2%	5.2%
Goldfields	3.3%	3.2%	5.3%
Melbourne	2.6%	2.6%	3.5%
Regional Victoria	4.3%	4.1%	7.5%
Total Victoria	3.0%	3.0%	4.6%

Regional Contribution to Tourism Gross Regional Product (GRP) in Victoria

> The non-metropolitan regions that contributed the most (\$ volume) to Victoria's direct tourism GRP were:

- Murray (\$503 million or 4.1 per cent of direct tourism GRP).
- Great Ocean Road (\$495 million or 4.1 per cent of direct tourism GRP).
- Mornington Peninsula (\$435 million or 3.6 per cent of direct tourism GRP).

> Melbourne contributed 68.6 per cent of the state's direct tourism GRP, or \$8.4 billion.

> Regional Victoria contributed 31.4 per cent of the state's direct tourism GRP, or \$3.8 billion.

Direct GRP by Region

	GRP (\$M)	GRP share of Victoria (%)
Melbourne	8,374	68.6%
Murray	503	4.1%
Great Ocean Road	495	4.1%
Mornington Peninsula	435	3.6%
Goldfields	416	3.4%
Geelong and the Bellarine	405	3.3%
Gippsland	400	3.3%
Victoria's High Country	365	3.0%
Yarra Valley and Dandenong Ranges	318	2.6%
Phillip Island	212	1.7%
Grampians	147	1.2%
Daylesford and the Macedon Ranges	142	1.2%
Regional Victoria	3,839	31.4%
Total Victoria	12,213	100.0%

Regional Contribution to Tourism Employment

Direct Employment by Region

	Employment (000s)	Employment share of Victoria (%)
Melbourne	79.1	55.0%
Murray	9.2	6.4%
Great Ocean Road	8.3	5.8%
Gippsland	6.7	4.7%
Mornington Peninsula	6.7	4.6%
Goldfields	6.4	4.5%
Victoria's High Country	6.3	4.4%
Geelong and the Bellarine	5.9	4.1%
Yarra Valley and Dandenong Ranges	5.2	3.6%
Grampians	3.4	2.4%
Phillip Island	3.3	2.3%
Daylesford and the Macedon Ranges	3.3	2.3%
Regional Victoria (total)	64.7	45.0%
Victoria (total)	143.8	100.0%

< In 2016-17, the non-metropolitan regions that contributed the most (number of employed persons) to Victoria's direct tourism **employment** were:

- Murray (9,200 jobs or 6.4 per cent of direct tourism employment).
- Great Ocean Road (8,300 jobs or 5.8 per cent of direct tourism employment).
- Gippsland (6,700 jobs or 4.7 per cent of direct tourism employment).
- Mornington Peninsula (6,700 jobs or 4.6 per cent of direct tourism employment).

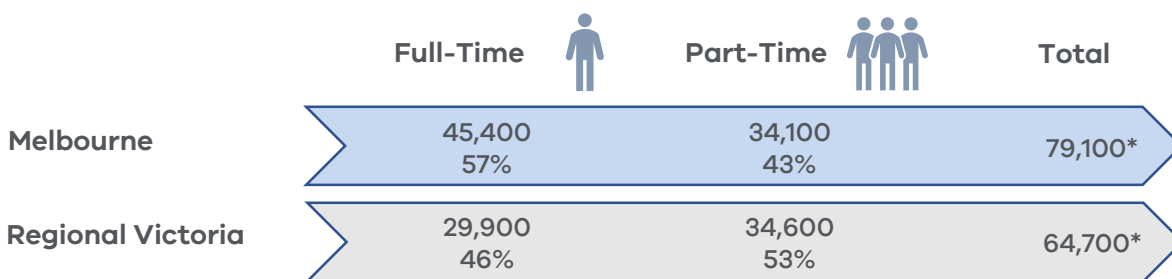
< Melbourne contributed 55.0 per cent of the state's direct tourism employment, or 79,100 jobs.

< Regional Victoria contributed 45.0 per cent of the state's direct tourism employment, or 64,700 jobs.

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Direct Tourism Employment – Full-time/Part-time



^ The proportion of full-time jobs was highest in Melbourne (57% of direct tourism jobs in Melbourne), reflecting the high concentration of tourism consumption in the education and transport sectors.

^ In regional Victoria, 46 per cent of tourism employees were in full-time jobs and 53 per cent in part-time employment. The high proportion of part-time employment reflects strong tourism consumption in traditional sectors such as food, accommodation and retail, which have a higher demand for part-time workers.

*To note: numbers don't sum to the total due to rounding

Direct Tourism Employment by Industry

Industry	Melbourne			
	Full-Time ('000)	Part-Time ('000)	Total ('000)	Share of total (%)
Cafes, restaurants and takeaway food services	7.7	10.7	18.3	23.1%
Retail trade	6.8	5.9	12.6	15.9%
Education and training	6.3	4.0	10.4	13.1%
Accommodation	5.5	4.6	10.2	12.8%
Air, water and other transport	5.3	1.4	6.7	8.4%
Travel agency and tour operator services	3.9	1.4	5.3	6.7%
Clubs, pubs, taverns and bars	1.6	2.2	3.8	4.8%
All other industries	2.6	0.8	3.4	4.3%
Road transport and transport equipment rental	2.6	0.5	3.0	3.8%
Other sports and recreation services	1.4	1.5	3.0	3.7%
Cultural services	0.9	0.8	1.6	2.0%
Casinos and other gambling services	0.5	0.2	0.7	0.8%
Rail transport	0.2	0.0	0.3	0.4%
Direct tourism employment*	45.4	34.1	79.1 *	100.0%
Industry	Regional Victoria			
	Full-Time ('000)	Part-Time ('000)	Total ('000)	Share of total (%)
Cafes, restaurants and takeaway food services	8.7	14.7	23.5	36.3%
Accommodation	4.6	5.9	10.5	16.2%
Retail trade	4.7	5.2	10.0	15.5%
Clubs, pubs, taverns and bars	1.7	2.8	4.5	6.9%
Travel agency and tour operator services	2.1	1.4	3.5	5.4%
Education and training	1.9	1.3	3.2	5.0%
Air, water and other transport	1.7	0.6	2.3	3.6%
Other sports and recreation services	1.0	1.1	2.1	3.2%
All other industries	1.4	0.7	2.1	3.2%
Road transport and transport equipment rental	1.4	0.3	1.7	2.7%
Cultural services	0.6	0.6	1.1	1.7%
Casinos and other gambling services	0.1	0.1	0.1	0.2%
Rail transport	0.1	0.0	0.1	0.1%
Direct tourism employment*	29.9	34.6	64.7*	100.0%

< Cafes, restaurants and take-away food services was the tourism industry that contributed the most to direct tourism employment in Victoria in 2016-17, with a 23 per cent share of direct tourism employment in Melbourne and a 36 per cent share in regional Victoria.

< Melbourne's other top industry contributors to direct tourism employment included retail trade (16%), education and training (13%) and accommodation (13%).

< Regional Victoria's other top industry contributors to direct tourism employment included accommodation (16%), retail trade (15%) and clubs, pubs, taverns and bars (7%).

Appendix A – Victoria's Tourism Regions 2016-17



Note: 2016-17 RTSA does not reflect the move of Avoca and Beaufort SA2s from the Grampians to the Ballarat/Goldfields tourism region, as this official boundary change came into effect on 1 January 2018. The 2016-17 RTSA is based on the published ABS boundaries, published in September 2016.

Appendix B – Notes

Methodology

The regional Tourism Satellite Account (TSA) estimates of the value of tourism to Victoria's tourism regions were produced by Tourism Research Australia.

Tourism Satellite Accounts (TSAs) are used to estimate the contribution of tourism to a region by combining the contributions of the various goods and services that make up the industry. The regional, state and national direct estimates are based on an internationally recognised and standardised framework (although this regional TSA methodology has been extended to determine the indirect impact of cross region trade flows).

There are a number of steps required to calculate the tourism industry's contribution to regional Victorian economies. To start, a regional tourism consumption bundle is derived from TRA visitor survey data and adjusted to remove any price effects that are not directly attributed to the seller of the good or service (e.g. taxes, transport margins, pre-manufactured inputs, etc). The direct and indirect contributions of tourism are estimated by using regional input-output multiplier tables, derived from Australian Bureau of Statistics data.

For consistency, the regional results are calibrated against the 2016-17 state TSA data published by Tourism Research Australia.

Changes in results from 2015-16

There have been a number of changes to the data and model parameters since the 2015-16 RTSAs and the impacts vary across regions. Broadly these cover:

- This is the first time a national RTSA model has been created and utilised. This enables a national reconciliation of the impact of visitor behaviour which accrues outside of jurisdictions e.g. The impact of Victoria's visitor economy on other States and Territories (as a supplier of goods and services) and vice versa for other jurisdictions.
- Changes to ABS National Accounts data
- Minor changes to Regional expenditure data (REX) by TRA
- Updated data for total employment and population in the regions from 2011 to 2016 using the latest census data
- Building tourism regions using SA2 rather than LGAs, which is a better fit with the official definitions
- More information can be found on the TRA website:
- <https://www.tra.gov.au/Research/Economics-and-the-tourism-industry/economic-reports>

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All results in this model have been calibrated back against the 2016-17 state TSA data for Victoria to ensure consistency, as for other jurisdictions. Historical data has been generated back to 2006-07 using the same methodology to assess performance over time and ensure like-for-like comparisons.

It is therefore important that these results are not compared to previously released regional TSA estimates. Results should also not be compared to alternative studies that are not based on the same methodology.

Definitions

Direct contribution of tourism: The contribution generated by transactions between the visitor and producer for a good or service that involves a direct physical or economic relationship.

Indirect contribution of tourism: The subsequent flow-on effects created by the requirement for inputs from those industries supplying goods and services to visitors. For example, this might include the fresh produce supplied to a hotel and the electricity used.

Tourism gross regional product (GRP): Tourism GRP (the equivalent to Gross State Product (GSP) but at a regional level) is tourism GVA plus net taxes on products that are attributable to the tourism industry. As such GRP will generally have a higher value than GVA. Tourism GRP is a satellite accounting concept that enables direct comparison with the widely recognised national accounting aggregate, gross domestic product (or in this case gross regional product).

Tourism gross value added (GVA): Considered the most accurate measure of the contribution of the industry to the economy. It includes the total labour income and capital revenue received by the industry and the net taxes that government received from the production. This measure is directly comparable with the value added of 'conventional' industries such as mining and manufacturing and can also be used for comparisons across countries.

Tourism employment: Refers to the persons employed in tourism-related industries. Those are industries that would either cease to exist in their present form, or would be significantly affected if tourism were to cease.

Tourism consumption: The total value of goods and services consumed by domestic and international visitors in a region. It includes imputed non-market transactions such as estimated rental value of accommodation in self-owned holiday homes; cost to households of food and alcohol in hosting visiting friends and relatives;

Tourism output: The total value of goods and services produced in Australia to satisfy visitor consumption. It is measured in basic prices, so it excludes net taxes on tourism products.

Tourism Industry Sectors for GVA: Tourism characteristic industries are defined as those that would either cease to exist in their present form or be significantly affected if tourism were to cease. In the Australian TSA, for an industry to be a country-specific tourism characteristic industry, at least 25 per cent of its output must be consumed by visitors. Tourism connected industries are those industries not classified as characteristic that have products that are consumed by visitors in volumes that are significant (e.g. Education and training).

There are 17 different tourism-related industries that make up tourism, 15 of which have been grouped into tourism industry sectors, as displayed in the table below.

Tourism Industry Sector	Tourism Characteristic Industry	Tourism-Connected Industry
Accommodation	Accommodation Ownership of dwellings	
Food Services	Cafés, restaurants and takeaway food services Clubs, pubs, taverns and bars	
Transport	Rail transport Taxi transport Other road transport Air, water and other transport Motor vehicle hiring	
Education and Training		Education and training
Retail Trade		Automotive fuel retailing Other retail trade
Recreational Activities	Cultural services Casinos and other gambling services Other sports and recreation services	
Other Tourism Industries		
	Travel agency and tour operator services	
All other industries		

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Notes on the data

- Because of rounding effects, there may be small discrepancies when comparing outputs from the RTSA with the STSA, or in calculating totals from summing components of the RTSA.
- Back cast estimates are based on the same methodology and are comparable.
- Data is considered correct at time of publishing

Source

Regional TSA model 2016-17, Tourism Research Australia, Canberra, July 2018

More Information

For more detail on the Regional Tourism Satellite Accounts 2016-17, published by Tourism Research Australia, refer to reports and excel data files at this link:

<https://www.tra.gov.au/Research/Economics-and-the-tourism-industry/economic-reports>

For further information on the methodology and key concepts for the Victorian Regional Tourism Satellite Accounts 2016-17, please refer to the Regional Tourism Satellite Account User Guide at this link:

<http://www.business.vic.gov.au/tourism-industry-resources/research/economic-significance>

For more detail on the State Tourism Satellite Accounts 2016-17, published by Tourism Research Australia, refer to the full report:

<https://www.tra.gov.au/research/view-all-publications/all-publications/economic-reports/state-tourism-satellite-accounts-2016-17>

For further information on the ABS published tourism region boundaries, refer to the ABS website:

<http://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/9503.0.55.001Main+Features12016?OpenDocument>

Factsheet produced by the TEVE Research Unit, July 2018

Data correct at time of publishing.

Due care is taken in the production of this factsheet, however DEDJTR accepts no responsibility for use of this information.

Economic Contribution of Tourism to Victoria's Regions

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Appendix C – Detailed RTSA estimates

Key Indicators Of Tourism's Total Contribution To Victoria's Tourism Regions 2016-17

Tourism Region	GRP		GVA		Employment	
	(\$M)	Share of economy %	(\$M)	Share of economy %	('000)	Share of economy %
Direct tourism contribution						
Melbourne	\$ 8,374	2.6%	\$ 7,821	2.6%	79.1	3.5%
Daylesford and the Macedon Ranges	\$ 142	5.5%	\$ 127	5.3%	3.3	11.8%
Geelong and the Bellarine	\$ 405	3.3%	\$ 366	3.2%	5.9	5.2%
Gippsland	\$ 400	3.4%	\$ 355	3.2%	6.7	6.5%
Goldfields	\$ 416	3.3%	\$ 374	3.2%	6.4	5.3%
Grampians	\$ 147	3.4%	\$ 131	3.3%	3.4	8.0%
Great Ocean Road	\$ 495	7.6%	\$ 440	7.2%	8.3	13.2%
Mornington Peninsula	\$ 435	4.2%	\$ 393	4.0%	6.7	6.3%
Murray	\$ 503	3.5%	\$ 450	3.3%	9.2	6.4%
Phillip Island	\$ 212	20.3%	\$ 186	19.1%	3.3	29.7%
Victoria's High Country	\$ 365	9.6%	\$ 322	9.1%	6.3	16.0%
Yarra Valley and Dandenong Ranges	\$ 318	3.7%	\$ 289	3.6%	5.2	5.7%
Regional Victoria	\$ 3,839	4.3%	\$ 3,433	4.1%	64.7	7.5%
Victoria	\$ 12,213	3.0%	\$ 11,254	3.0%	143.8	4.6%
Indirect tourism contribution						
Melbourne	\$ 7,329	2.3%	\$ 6,344	2.1%	40.7	1.8%
Daylesford and the Macedon Ranges	\$ 130	5.0%	\$ 113	4.7%	0.7	2.6%
Geelong and the Bellarine	\$ 378	3.1%	\$ 327	2.8%	2.2	1.9%
Gippsland	\$ 385	3.2%	\$ 333	3.0%	2.2	2.1%
Goldfields	\$ 425	3.4%	\$ 368	3.1%	2.4	2.0%
Grampians	\$ 143	3.3%	\$ 124	3.1%	0.8	1.9%
Great Ocean Road	\$ 498	7.6%	\$ 431	7.1%	2.9	4.6%
Mornington Peninsula	\$ 413	4.0%	\$ 358	3.7%	2.4	2.2%
Murray	\$ 496	3.4%	\$ 429	3.2%	2.8	2.0%
Phillip Island	\$ 196	18.8%	\$ 169	17.4%	1.1	9.8%
Victoria's High Country	\$ 345	9.1%	\$ 298	8.4%	2.0	5.0%
Yarra Valley and Dandenong Ranges	\$ 256	3.0%	\$ 221	2.7%	1.4	1.6%
Regional Victoria	\$ 3,666	4.1%	\$ 3,171	3.8%	20.9	2.4%
Victoria (internal contribution only)¹	\$ 10,995	2.7%	\$ 9,515	2.5%	61.6	2.0%
<i>Rest of Australia</i>	\$ 1,634	NA	\$ 1,412	NA	9.1	NA
Victoria (reported STSA estimates)²	\$ 12,629	3.1%	\$ 10,927	2.9%	70.7	2.3%
Total tourism contribution						
Melbourne	\$ 15,703	4.9%	\$ 14,165	4.8%	119.8	5.3%
Daylesford and the Macedon Ranges	\$ 272	10.5%	\$ 240	9.9%	4.0	14.3%
Geelong and the Bellarine	\$ 783	6.3%	\$ 693	6.0%	8.1	7.1%
Gippsland	\$ 785	6.6%	\$ 688	6.2%	8.9	8.6%
Goldfields	\$ 841	6.6%	\$ 743	6.3%	8.9	7.3%
Grampians	\$ 290	6.8%	\$ 255	6.4%	4.2	10.0%
Great Ocean Road	\$ 994	15.2%	\$ 871	14.3%	11.2	17.8%
Mornington Peninsula	\$ 849	8.1%	\$ 750	7.7%	9.0	8.6%
Murray	\$ 1,000	6.9%	\$ 879	6.5%	12.0	8.4%
Phillip Island	\$ 407	39.1%	\$ 356	36.5%	4.4	39.5%
Victoria's High Country	\$ 710	18.7%	\$ 620	17.4%	8.3	21.0%
Yarra Valley and Dandenong Ranges	\$ 574	6.6%	\$ 510	6.3%	6.6	7.3%
Regional Victoria	\$ 7,505	8.5%	\$ 6,604	7.9%	85.6	9.9%
Victoria (internal contribution only)¹	\$ 23,208	5.7%	\$ 20,769	5.5%	205.4	6.6%
<i>Rest of Australia</i>	\$ 1,634	NA	\$ 1,412	NA	9.1	NA
Victoria (reported STSA estimates)²	\$ 24,842	6.1%	\$ 22,181	5.8%	214.5	6.9%

Notes on the data

¹ A small portion of the indirect contribution of tourism is allocated to the 'rest of Australia' where the economic benefits of visitor spend in Victoria flow to other states and territories (eg. where a tourism business in Victoria uses interstate suppliers). The larger, remaining portion of the indirect contribution of tourism represents the economic benefits to and within Victoria.

² These are the published estimates for Victoria in the State Tourism Satellite Accounts 2016-17 by Tourism Research Australia (publicly released in April 2018).

Source

Regional TSA model 2016-17, Tourism Research Australia, Canberra, July 2018.



Economic Contribution of Tourism to Victoria's Regions

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Victoria's tourism regions 2006-07 to 2016-17 - GRP (\$millions)

Tourism Gross Regional Product														
Tourism Region	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	AAG* 2006-07 to 2016-17	AAG* 2011-12 to 2016-17	Change 2015-16 vs 2016-17
	\$ millions - basic prices											% p.a.	%	
Direct tourism contribution														
Melbourne	4,247	4,291	4,982	5,337	5,719	5,979	6,130	6,324	6,993	7,717	8,374	7.0%	7.0%	8.5%
Daylesford and the Macedon Ranges	65	99	89	96	101	100	96	112	113	131	142	8.2%	7.2%	8.6%
Geelong and the Bellarine	210	244	254	299	276	300	289	304	338	373	405	6.8%	6.2%	8.6%
Gippsland	250	331	269	308	340	331	357	367	359	363	400	4.8%	3.9%	10.3%
Goldfields	237	203	256	268	304	331	315	344	349	350	416	5.8%	4.7%	18.8%
Grampians	87	81	91	91	102	104	112	111	121	116	147	5.4%	7.2%	26.5%
Great Ocean Road	285	366	351	350	355	391	333	393	411	417	495	5.7%	4.8%	18.7%
Mornington Peninsula	232	300	259	293	314	312	317	314	359	402	435	6.5%	6.9%	8.1%
Murray	322	404	333	376	381	396	422	426	451	458	503	4.6%	4.9%	9.9%
Phillip Island	127	177	153	164	153	184	198	181	165	199	212	5.2%	2.8%	6.3%
Victoria's High Country	206	269	261	278	299	307	285	266	343	348	365	5.9%	3.5%	4.8%
Yarra Valley and Dandenong Ranges	171	214	203	222	251	236	243	280	256	295	318	6.4%	6.2%	7.9%
Regional Victoria	2,191	2,687	2,519	2,744	2,875	2,992	2,968	3,097	3,264	3,453	3,839	5.8%	5.1%	11.2%
Victoria	6,438	6,978	7,501	8,081	8,594	8,971	9,097	9,421	10,257	11,171	12,213	6.6%	6.4%	9.3%
Indirect tourism contribution														
Melbourne	4,388	4,189	4,844	5,100	5,275	5,667	5,746	5,962	6,279	6,829	7,329	5.3%	5.3%	7.3%
Daylesford and the Macedon Ranges	74	112	93	95	97	99	92	108	105	122	130	5.9%	5.7%	6.7%
Geelong and the Bellarine	250	286	271	317	272	304	282	300	322	350	378	4.2%	4.4%	7.8%
Gippsland	304	404	294	329	356	350	373	387	359	352	385	2.4%	1.9%	9.4%
Goldfields	307	234	295	300	327	368	346	364	371	359	425	3.3%	3.0%	18.6%
Grampians	101	92	95	96	103	107	112	114	124	116	143	3.5%	6.0%	23.2%
Great Ocean Road	369	457	408	395	391	437	363	434	428	429	498	3.1%	2.7%	16.1%
Mornington Peninsula	279	358	276	311	317	321	322	322	353	393	413	4.0%	5.2%	5.1%
Murray	405	494	371	414	408	424	451	454	464	456	496	2.1%	3.2%	8.8%
Phillip Island	151	212	164	173	153	191	207	183	153	188	196	2.6%	0.4%	4.3%
Victoria's High Country	246	312	285	299	313	327	293	268	341	338	345	3.4%	1.1%	2.0%
Yarra Valley and Dandenong Ranges	171	220	186	196	218	208	207	251	208	247	256	4.1%	4.2%	3.4%
Regional Victoria	2,656	3,182	2,738	2,924	2,955	3,135	3,048	3,185	3,230	3,351	3,666	3.3%	3.2%	9.4%
Victoria (internal contribution only)¹	7,043	7,371	7,582	8,024	8,229	8,802	8,794	9,147	9,509	10,179	10,995	4.6%	4.5%	8.0%
<i>Rest of Australia</i>	1,047	1,106	1,125	1,187	1,211	1,302	1,304	1,356	1,409	1,502	1,634	4.6%	4.7%	8.8%
Victoria (reported STSA estimates)²	8,090	8,477	8,707	9,211	9,441	10,104	10,098	10,503	10,918	11,682	12,629	4.6%	4.6%	8.1%
Total tourism contribution														
Melbourne	8,635	8,480	9,826	10,437	10,994	11,646	11,876	12,286	13,272	14,546	15,703	6.2%	6.2%	8.0%
Daylesford and the Macedon Ranges	138	212	183	192	198	199	188	220	218	253	272	7.0%	6.4%	7.7%
Geelong and the Bellarine	460	530	525	615	549	604	571	604	661	724	783	5.5%	5.3%	8.2%
Gippsland	554	735	564	637	696	681	731	754	718	715	785	3.5%	2.9%	9.8%
Goldfields	544	437	551	567	631	698	661	708	720	709	841	4.5%	3.8%	18.7%
Grampians	188	172	186	187	206	211	224	225	245	233	290	4.4%	6.6%	24.9%
Great Ocean Road	654	822	758	744	745	828	696	827	839	847	994	4.3%	3.7%	17.4%
Mornington Peninsula	510	658	536	604	630	633	639	636	713	796	849	5.2%	6.0%	6.7%
Murray	727	899	704	789	789	819	873	880	915	914	1,000	3.2%	4.1%	9.3%
Phillip Island	278	389	317	338	306	376	405	364	318	387	407	3.9%	1.6%	5.3%
Victoria's High Country	452	581	546	577	612	633	577	533	684	686	710	4.6%	2.3%	3.4%
Yarra Valley and Dandenong Ranges	342	434	389	418	469	444	450	531	464	542	574	5.3%	5.3%	5.9%
Regional Victoria	4,846	5,869	5,257	5,668	5,830	6,127	6,015	6,282	6,494	6,804	7,505	4.5%	4.1%	10.3%
Victoria (internal contribution only)¹	13,481	14,348	15,083	16,105	16,824	17,773	17,891	18,568	19,766	21,350	23,208	5.6%	5.5%	8.7%
<i>Rest of Australia</i>	1,047	1,106	1,125	1,187	1,211	1,302	1,304	1,356	1,409	1,502	1,634	4.6%	4.7%	8.8%
Victoria (reported STSA estimates)²	14,528	15,455	16,209	17,293	18,035	19,075	19,195	19,923	21,176	22,852	24,842	5.5%	5.4%	8.7%

Notes on the data

¹ A small portion of the indirect contribution of tourism is allocated to the 'rest of Australia' where the economic benefits of visitor spend in Victoria flow to other states and territories (eg. where a tourism business in Victoria uses interstate suppliers). The larger, remaining portion of the indirect contribution of tourism represents the economic benefits to and within Victoria.

² These are the published estimates for Victoria in the State Tourism Satellite Accounts 2016-17 by Tourism Research Australia (publicly released in April 2018).

- Back cast estimates from 2006-07 to 2016-17 in the table above are based on the same methodology and are comparable.

- AAG - Average Annual Growth

Source

Regional TSA model 2016-17, Tourism Research Australia, Canberra, July 2018.



Economic Development,
Jobs, Transport
and Resources

Economic Contribution of Tourism to Victoria's Regions

2016-2017

Victoria's tourism regions 2006-07 to 2016-17 - GRP Share of Economy (%)

Tourism Gross Regional Product														
Tourism Region	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	Change 2006-07 to 2016-17	Change 2011-12 to 2016-17	Change 2015-16 vs 2016-17
	% Share of Economy											% pts		
Direct tourism contribution														
Melbourne	2.1%	2.0%	2.2%	2.3%	2.3%	2.3%	2.3%	2.3%	2.4%	2.6%	2.6%	0.5%	0.3%	0.1%
Daylesford and the Macedon Ranges	4.0%	5.5%	4.9%	5.0%	4.8%	4.6%	4.3%	4.9%	4.7%	5.4%	5.5%	1.5%	0.8%	0.1%
Geelong and the Bellarine	2.7%	2.9%	2.9%	3.2%	2.8%	2.9%	2.8%	2.8%	3.0%	3.2%	3.3%	0.6%	0.4%	0.1%
Gippsland	3.2%	3.8%	3.1%	3.4%	3.4%	3.3%	3.4%	3.5%	3.3%	3.2%	3.4%	0.2%	0.0%	0.1%
Goldfields	2.8%	2.2%	2.7%	2.8%	2.9%	3.1%	2.9%	3.1%	3.0%	2.9%	3.3%	0.4%	0.2%	0.4%
Grampians	3.2%	2.6%	3.0%	2.8%	2.9%	2.8%	2.9%	2.9%	3.0%	3.0%	3.4%	0.3%	0.6%	0.5%
Great Ocean Road	6.9%	7.9%	7.6%	7.1%	6.6%	7.1%	5.8%	6.9%	6.8%	6.9%	7.6%	0.7%	0.5%	0.7%
Mornington Peninsula	3.5%	4.2%	3.5%	3.8%	3.8%	3.6%	3.6%	3.4%	3.7%	4.1%	4.2%	0.6%	0.5%	0.1%
Murray	3.5%	3.9%	3.2%	3.4%	3.2%	3.2%	3.3%	3.3%	3.3%	3.4%	3.5%	0.0%	0.2%	0.1%
Phillip Island	19.6%	24.8%	21.2%	21.4%	18.6%	21.6%	22.3%	19.9%	17.3%	20.4%	20.3%	0.7%	-1.2%	-0.1%
Victoria's High Country	8.4%	9.9%	9.6%	9.7%	9.6%	9.5%	8.6%	7.9%	9.7%	9.8%	9.6%	1.2%	0.1%	-0.1%
Yarra Valley and Dandenong Ranges	3.2%	3.6%	3.4%	3.5%	3.7%	3.3%	3.3%	3.7%	3.2%	3.6%	3.7%	0.5%	0.4%	0.0%
Regional Victoria	3.9%	4.3%	4.0%	4.1%	4.0%	4.0%	3.9%	4.0%	4.0%	4.1%	4.3%	0.5%	0.3%	0.2%
Victoria	2.5%	2.5%	2.6%	2.7%	2.7%	2.7%	2.6%	2.6%	2.8%	2.9%	3.0%	0.5%	0.3%	0.1%
Indirect tourism contribution														
Melbourne	2.2%	2.0%	2.2%	2.2%	2.1%	2.2%	2.2%	2.1%	2.2%	2.3%	2.3%	0.1%	0.1%	0.0%
Daylesford and the Macedon Ranges	4.5%	6.2%	5.1%	4.9%	4.6%	4.6%	4.1%	4.8%	4.4%	5.1%	5.0%	0.6%	0.5%	0.0%
Geelong and the Bellarine	3.2%	3.4%	3.1%	3.4%	2.8%	3.0%	2.7%	2.8%	2.8%	3.0%	3.1%	-0.2%	0.1%	0.1%
Gippsland	3.9%	4.6%	3.4%	3.6%	3.6%	3.5%	3.6%	3.7%	3.3%	3.1%	3.2%	-0.6%	-0.3%	0.1%
Goldfields	3.7%	2.6%	3.2%	3.1%	3.1%	3.4%	3.2%	3.2%	3.2%	3.0%	3.4%	-0.3%	-0.1%	0.4%
Grampians	3.7%	2.9%	3.1%	3.0%	2.9%	2.9%	3.0%	3.0%	3.1%	3.0%	3.3%	-0.4%	0.4%	0.4%
Great Ocean Road	9.0%	9.8%	8.8%	8.0%	7.3%	7.9%	6.4%	7.6%	7.1%	7.1%	7.6%	-1.3%	-0.3%	0.5%
Mornington Peninsula	4.2%	5.0%	3.8%	4.0%	3.8%	3.7%	3.6%	3.5%	3.7%	4.0%	4.0%	-0.3%	0.2%	0.0%
Murray	4.4%	4.8%	3.6%	3.8%	3.5%	3.5%	3.6%	3.6%	3.5%	3.4%	3.4%	-1.0%	-0.1%	0.1%
Phillip Island	23.3%	29.7%	22.7%	22.6%	18.5%	22.4%	23.2%	20.2%	16.1%	19.2%	18.8%	-4.5%	-3.6%	-0.5%
Victoria's High Country	10.1%	11.5%	10.5%	10.4%	10.0%	10.1%	8.8%	7.9%	9.7%	9.5%	9.1%	-1.0%	-1.1%	-0.4%
Yarra Valley and Dandenong Ranges	3.2%	3.8%	3.1%	3.1%	3.2%	2.9%	2.8%	3.3%	2.6%	3.1%	3.0%	-0.2%	0.0%	-0.1%
Regional Victoria	4.7%	5.1%	4.3%	4.4%	4.1%	4.2%	4.0%	4.1%	3.9%	4.0%	4.1%	-0.6%	-0.1%	0.1%
Victoria (internal contribution only) ¹	2.8%	2.7%	2.6%	2.7%	2.5%	2.6%	2.6%	2.6%	2.6%	2.6%	2.7%	-0.1%	0.1%	0.1%
Rest of Australia	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA			
Victoria (reported STSA estimates)²	3.2%	3.1%	3.0%	3.1%	2.9%	3.0%	2.9%	2.9%	2.9%	3.0%	3.1%	-0.1%	0.1%	0.1%
Total tourism contribution														
Melbourne	4.4%	4.0%	4.4%	4.4%	4.4%	4.5%	4.4%	4.4%	4.6%	4.8%	4.9%	0.6%	0.5%	0.1%
Daylesford and the Macedon Ranges	8.4%	11.7%	10.0%	9.9%	9.5%	9.2%	8.5%	9.7%	9.2%	10.5%	10.5%	2.1%	1.3%	0.1%
Geelong and the Bellarine	5.9%	6.3%	6.0%	6.7%	5.6%	5.9%	5.4%	5.6%	5.8%	6.2%	6.3%	0.4%	0.4%	0.2%
Gippsland	7.0%	8.4%	6.5%	7.0%	7.1%	6.8%	7.0%	7.2%	6.5%	6.4%	6.6%	-0.4%	-0.2%	0.2%
Goldfields	6.5%	4.8%	5.9%	5.9%	6.1%	6.5%	6.1%	6.3%	6.1%	5.8%	6.6%	0.1%	0.1%	0.8%
Grampians	6.9%	5.5%	6.1%	5.8%	5.8%	5.8%	5.9%	6.0%	6.1%	5.9%	6.8%	-0.1%	1.0%	0.9%
Great Ocean Road	15.9%	17.7%	16.4%	15.2%	13.9%	15.0%	12.2%	14.4%	13.8%	14.0%	15.2%	-0.7%	0.2%	1.2%
Mornington Peninsula	7.8%	9.2%	7.3%	7.8%	7.6%	7.4%	7.2%	7.0%	7.4%	8.0%	8.1%	0.3%	0.7%	0.1%
Murray	7.9%	8.8%	6.9%	7.2%	6.7%	6.7%	6.9%	6.9%	6.8%	6.7%	6.9%	-1.0%	0.2%	0.2%
Phillip Island	42.8%	54.5%	44.0%	44.0%	37.1%	44.0%	45.5%	40.2%	33.4%	39.7%	39.1%	-3.7%	-4.9%	-0.6%
Victoria's High Country	18.5%	21.4%	20.1%	20.0%	19.6%	19.7%	17.4%	15.8%	19.4%	19.2%	18.7%	0.1%	-1.0%	-0.5%
Yarra Valley and Dandenong Ranges	6.4%	7.4%	6.5%	6.6%	6.9%	6.2%	6.1%	7.1%	5.9%	6.7%	6.6%	0.3%	0.4%	-0.1%
Regional Victoria	8.5%	9.4%	8.3%	8.5%	8.1%	8.3%	7.9%	8.1%	7.9%	8.1%	8.5%	-0.1%	0.2%	0.3%
Victoria (internal contribution only) ¹	5.3%	5.2%	5.2%	5.3%	5.2%	5.3%	5.2%	5.2%	5.3%	5.5%	5.7%	0.4%	0.4%	0.2%
Rest of Australia	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA			
Victoria (reported STSA estimates)²	5.7%	5.6%	5.6%	5.7%	5.6%	5.7%	5.6%	5.6%	5.7%	5.9%	6.1%	0.4%	0.4%	0.2%

Notes on the data

¹ A small portion of the indirect contribution of tourism is allocated to the 'rest of Australia' where the economic benefits of visitor spend in Victoria flow to other states and territories (eg. where a tourism business in Victoria uses interstate suppliers). The larger, remaining portion of the indirect contribution of tourism represents the economic benefits to and within Victoria.

² These are the published estimates for Victoria in the State Tourism Satellite Accounts 2016-17 by Tourism Research Australia (publicly released in April 2018).

- Back cast estimates from 2006-07 to 2016-17 in the table above are based on the same methodology and are comparable.

- AAG - Average Annual Growth

Source

Regional TSA model 2016-17, Tourism Research Australia, Canberra, July 2018.

Economic Contribution of Tourism to Victoria's Regions

2016-2017

Victoria's tourism regions 2006-07 to 2016-17 – GVA (\$millions)

Tourism Gross Value Added														
Tourism Region	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	AAG* 2006-07 to 2016-17	AAG* 2011-12 to 2016-17	Change 2015-16 vs 2016-17
	\$ millions - basic prices											% p.a.	%	
Direct tourism contribution														
Melbourne	3,907	3,945	4,594	4,938	5,311	5,546	5,698	5,879	6,525	7,221	7,821	7.2%	7.1%	8.3%
Daylesford and the Macedon Ranges	58	90	81	88	91	92	87	100	102	117	127	8.1%	6.7%	8.9%
Geelong and the Bellarine	192	223	233	274	252	275	264	276	306	337	366	6.7%	5.9%	8.8%
Gippsland	224	298	244	279	306	299	320	328	320	323	355	4.7%	3.5%	10.0%
Goldfields	215	185	235	246	277	303	287	314	315	314	374	5.7%	4.3%	19.0%
Grampians	78	73	82	83	92	94	100	99	108	104	131	5.3%	6.8%	26.3%
Great Ocean Road	256	330	313	316	319	352	297	350	365	371	440	5.6%	4.5%	18.6%
Mornington Peninsula	209	273	236	269	286	284	287	283	324	361	393	6.5%	6.7%	8.8%
Murray	289	364	300	340	343	357	379	383	403	409	450	4.5%	4.7%	10.0%
Phillip Island	114	159	137	148	137	165	177	160	146	175	186	5.1%	2.5%	6.4%
Victoria's High Country	184	241	233	251	266	274	252	237	303	306	322	5.8%	3.3%	5.3%
Yarra Valley and Dandenong Ranges	156	195	187	204	230	217	223	256	233	267	289	6.4%	5.9%	8.0%
Regional Victoria	1,975	2,430	2,281	2,498	2,599	2,710	2,673	2,788	2,924	3,084	3,433	5.7%	4.8%	11.3%
Victoria	5,882	6,376	6,876	7,436	7,910	8,256	8,372	8,666	9,449	10,305	11,254	6.7%	6.4%	9.2%
Indirect tourism contribution														
Melbourne	3,653	3,544	4,115	4,263	4,466	4,686	4,898	5,058	5,378	5,871	6,344	5.7%	6.2%	8.0%
Daylesford and the Macedon Ranges	61	95	79	80	82	82	78	92	90	105	113	6.3%	6.6%	7.4%
Geelong and the Bellarine	208	242	230	265	230	251	240	254	276	301	327	4.6%	5.4%	8.6%
Gippsland	253	342	250	274	301	289	318	328	307	302	333	2.8%	2.9%	10.1%
Goldfields	255	198	251	250	277	304	295	309	318	308	368	3.7%	3.9%	19.4%
Grampians	84	78	80	80	87	88	95	97	106	100	124	3.9%	7.0%	24.0%
Great Ocean Road	307	386	346	329	330	361	309	368	367	369	431	3.4%	3.6%	16.9%
Mornington Peninsula	232	303	235	260	268	265	275	273	303	338	358	4.4%	6.2%	5.9%
Murray	337	418	315	345	345	350	384	385	397	392	429	2.5%	4.2%	9.5%
Phillip Island	126	179	139	145	129	158	176	156	131	161	169	3.0%	1.4%	5.1%
Victoria's High Country	205	264	242	250	264	270	249	227	292	290	298	3.8%	2.0%	2.7%
Yarra Valley and Dandenong Ranges	142	187	158	164	185	172	177	213	178	213	221	4.5%	5.2%	4.1%
Regional Victoria	2,210	2,692	2,325	2,443	2,499	2,591	2,597	2,701	2,765	2,879	3,171	3.7%	4.1%	10.1%
Victoria (internal contribution only)¹	5,863	6,236	6,441	6,705	6,965	7,277	7,495	7,759	8,143	8,750	9,515	5.0%	5.5%	8.7%
<i>Rest of Australia</i>	870	935	955	991	1,024	1,075	1,110	1,148	1,205	1,289	1,412	5.0%	5.6%	9.5%
Victoria (reported STSA estimates)²	6,734	7,170	7,395	7,696	7,988	8,351	8,604	8,908	9,348	10,039	10,927	5.0%	5.5%	8.8%
Total tourism contribution														
Melbourne	7,560	7,489	8,710	9,201	9,776	10,232	10,597	10,937	11,903	13,092	14,165	6.5%	6.7%	8.2%
Daylesford and the Macedon Ranges	120	185	161	168	173	173	166	192	192	222	240	7.2%	6.7%	8.2%
Geelong and the Bellarine	400	464	464	539	483	526	504	530	582	638	693	5.7%	5.7%	8.7%
Gippsland	477	640	494	554	607	588	638	656	627	625	688	3.7%	3.2%	10.1%
Goldfields	470	383	486	496	554	607	582	623	633	623	743	4.7%	4.1%	19.2%
Grampians	162	150	162	163	180	182	195	196	214	204	255	4.6%	6.9%	25.2%
Great Ocean Road	563	716	659	645	649	713	606	717	732	739	871	4.5%	4.1%	17.8%
Mornington Peninsula	441	576	471	528	554	549	562	557	626	699	750	5.5%	6.4%	7.4%
Murray	626	782	615	686	688	707	763	768	800	801	879	3.5%	4.5%	9.7%
Phillip Island	239	339	276	293	266	323	353	316	277	336	356	4.0%	1.9%	5.8%
Victoria's High Country	389	505	475	501	531	544	502	464	595	596	620	4.8%	2.7%	4.0%
Yarra Valley and Dandenong Ranges	298	382	345	368	415	389	399	469	411	480	510	5.5%	5.6%	6.2%
Regional Victoria	4,185	5,122	4,607	4,940	5,098	5,301	5,270	5,489	5,689	5,962	6,604	4.7%	4.5%	10.8%
Victoria (internal contribution only)¹	11,745	12,611	13,316	14,141	14,875	15,533	15,867	16,426	17,592	19,055	20,769	5.9%	6.0%	9.0%
<i>Rest of Australia</i>	870	935	955	991	1,024	1,075	1,110	1,148	1,205	1,289	1,412	5.0%	5.6%	9.5%
Victoria (reported STSA estimates)²	12,616	13,546	14,271	15,132	15,898	16,607	16,976	17,574	18,797	20,344	22,181	5.8%	6.0%	9.0%

Notes on the data

¹ A small portion of the indirect contribution of tourism is allocated to the 'rest of Australia' where the economic benefits of visitor spend in Victoria flow to other states and territories (eg. where a tourism business in Victoria uses interstate suppliers). The larger, remaining portion of the indirect contribution of tourism represents the economic benefits to and within Victoria.

² These are the published estimates for Victoria in the State Tourism Satellite Accounts 2016-17 by Tourism Research Australia (publicly released in April 2018).

- Back cast estimates from 2006-07 to 2016-17 in the table above are based on the same methodology and are comparable.

- AAG – Average Annual Growth

Source

Regional TSA model 2016-17, Tourism Research Australia, Canberra, July 2018.



Economic Development,
Jobs, Transport
and Resources

Economic Contribution of Tourism to Victoria's Regions

2016-2017

Victoria's tourism regions 2006-07 to 2016-17 - GVA Share of Economy (%)

Tourism Region	Tourism Gross Value Added											Change 2006-07 to 2016-17	Change 2011-12 to 2016-17	Change 2015-16 vs 2016-17
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17			
	% Share of Economy											% pts		
Direct tourism contribution														
Melbourne	2.1%	2.0%	2.2%	2.2%	2.2%	2.2%	2.3%	2.2%	2.4%	2.6%	2.6%	0.5%	0.4%	0.1%
Daylesford and the Macedon Ranges	3.8%	5.4%	4.7%	4.8%	4.6%	4.5%	4.2%	4.7%	4.5%	5.2%	5.3%	1.4%	0.8%	0.1%
Geelong and the Bellarine	2.7%	2.8%	2.8%	3.2%	2.7%	2.8%	2.7%	2.7%	2.9%	3.1%	3.2%	0.5%	0.3%	0.1%
Gippsland	3.1%	3.7%	3.0%	3.3%	3.3%	3.2%	3.2%	3.3%	3.1%	3.1%	3.2%	0.1%	0.0%	0.1%
Goldfields	2.8%	2.2%	2.7%	2.7%	2.8%	3.0%	2.8%	3.0%	2.9%	2.8%	3.2%	0.4%	0.2%	0.4%
Grampians	3.1%	2.5%	2.8%	2.7%	2.7%	2.7%	2.8%	2.8%	2.9%	2.8%	3.3%	0.2%	0.5%	0.4%
Great Ocean Road	6.7%	7.6%	7.2%	6.8%	6.3%	6.8%	5.5%	6.5%	6.4%	6.5%	7.2%	0.5%	0.4%	0.7%
Mornington Peninsula	3.4%	4.1%	3.4%	3.7%	3.7%	3.5%	3.4%	3.3%	3.6%	3.9%	4.0%	0.6%	0.5%	0.1%
Murray	3.4%	3.8%	3.1%	3.3%	3.1%	3.1%	3.2%	3.2%	3.2%	3.2%	3.3%	-0.1%	0.2%	0.1%
Phillip Island	18.8%	23.9%	20.1%	20.6%	17.6%	20.4%	21.0%	18.8%	16.4%	19.2%	19.1%	0.3%	-1.3%	-0.1%
Victoria's High Country	8.1%	9.5%	9.1%	9.3%	9.1%	9.0%	8.0%	7.5%	9.1%	9.2%	9.1%	0.9%	0.1%	-0.1%
Yarra Valley and Dandenong Ranges	3.1%	3.6%	3.3%	3.4%	3.6%	3.2%	3.2%	3.6%	3.1%	3.5%	3.6%	0.4%	0.3%	0.0%
Regional Victoria	3.7%	4.2%	3.8%	4.0%	3.8%	3.9%	3.7%	3.8%	3.8%	3.9%	4.1%	0.4%	0.3%	0.2%
Victoria	2.5%	2.5%	2.5%	2.6%	2.6%	2.6%	2.6%	2.6%	2.7%	2.9%	3.0%	0.5%	0.4%	0.1%
Indirect tourism contribution														
Melbourne	2.0%	1.8%	1.9%	1.9%	1.9%	1.9%	1.9%	1.9%	2.0%	2.1%	2.1%	0.2%	0.2%	0.1%
Daylesford and the Macedon Ranges	4.0%	5.6%	4.6%	4.4%	4.2%	4.0%	3.7%	4.3%	4.0%	4.6%	4.7%	0.6%	0.7%	0.0%
Geelong and the Bellarine	2.9%	3.1%	2.8%	3.1%	2.5%	2.6%	2.4%	2.5%	2.6%	2.7%	2.8%	-0.1%	0.2%	0.1%
Gippsland	3.4%	4.2%	3.1%	3.2%	3.2%	3.1%	3.2%	3.3%	3.0%	2.9%	3.0%	-0.5%	-0.1%	0.1%
Goldfields	3.3%	2.3%	2.9%	2.8%	2.8%	3.0%	2.9%	2.9%	2.9%	2.7%	3.1%	-0.2%	0.1%	0.4%
Grampians	3.3%	2.7%	2.8%	2.6%	2.6%	2.6%	2.7%	2.7%	2.8%	2.7%	3.1%	-0.2%	0.5%	0.4%
Great Ocean Road	8.0%	8.9%	7.9%	7.1%	6.6%	6.9%	5.7%	6.8%	6.4%	6.5%	7.1%	-1.0%	0.1%	0.5%
Mornington Peninsula	3.8%	4.6%	3.4%	3.6%	3.4%	3.3%	3.3%	3.2%	3.4%	3.6%	3.7%	-0.1%	0.4%	0.0%
Murray	3.9%	4.4%	3.2%	3.4%	3.1%	3.0%	3.2%	3.2%	3.1%	3.1%	3.2%	-0.8%	0.1%	0.1%
Phillip Island	20.8%	26.9%	20.4%	20.1%	16.6%	19.6%	20.9%	18.2%	14.7%	17.7%	17.4%	-3.4%	-2.2%	-0.3%
Victoria's High Country	9.0%	10.4%	9.4%	9.2%	9.0%	8.8%	7.9%	7.2%	8.8%	8.7%	8.4%	-0.6%	-0.5%	-0.3%
Yarra Valley and Dandenong Ranges	2.9%	3.4%	2.8%	2.7%	2.9%	2.6%	2.5%	3.0%	2.4%	2.8%	2.7%	-0.1%	0.2%	-0.1%
Regional Victoria	4.2%	4.6%	3.9%	3.9%	3.7%	3.7%	3.6%	3.7%	3.6%	3.7%	3.8%	-0.4%	0.1%	0.1%
Victoria (internal contribution only)¹	2.5%	2.4%	2.4%	2.4%	2.3%	2.3%	2.3%	2.3%	2.3%	2.4%	2.5%	0.0%	0.2%	0.1%
<i>Rest of Australia</i>	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA			
Victoria (reported STSA estimates)²	2.8%	2.8%	2.7%	2.7%	2.6%	2.6%	2.6%	2.7%	2.7%	2.8%	2.9%	0.0%	0.2%	0.1%
Total tourism contribution														
Melbourne	4.1%	3.7%	4.1%	4.2%	4.1%	4.1%	4.2%	4.2%	4.4%	4.6%	4.8%	0.7%	0.6%	0.1%
Daylesford and the Macedon Ranges	7.9%	11.0%	9.3%	9.2%	8.8%	8.5%	7.9%	9.0%	8.6%	9.8%	9.9%	2.1%	1.4%	0.1%
Geelong and the Bellarine	5.5%	5.9%	5.6%	6.2%	5.2%	5.4%	5.1%	5.2%	5.5%	5.8%	6.0%	0.5%	0.6%	0.2%
Gippsland	6.5%	7.9%	6.1%	6.5%	6.5%	6.2%	6.5%	6.7%	6.1%	6.0%	6.2%	-0.3%	-0.1%	0.2%
Goldfields	6.0%	4.5%	5.5%	5.5%	5.6%	6.0%	5.7%	5.9%	5.7%	5.5%	6.3%	0.2%	0.3%	0.8%
Grampians	6.4%	5.2%	5.6%	5.4%	5.3%	5.3%	5.4%	5.5%	5.7%	5.5%	6.4%	0.0%	1.1%	0.8%
Great Ocean Road	14.7%	16.5%	15.1%	14.0%	12.9%	13.7%	11.2%	13.3%	12.8%	13.0%	14.3%	-0.5%	0.6%	1.2%
Mornington Peninsula	7.2%	8.7%	6.8%	7.2%	7.1%	6.8%	6.7%	6.5%	7.0%	7.5%	7.7%	0.4%	0.9%	0.1%
Murray	7.3%	8.2%	6.3%	6.7%	6.2%	6.1%	6.4%	6.4%	6.3%	6.3%	6.5%	-0.8%	0.3%	0.2%
Phillip Island	39.6%	50.9%	40.5%	40.6%	34.2%	40.0%	42.0%	37.0%	31.0%	36.9%	36.5%	-3.1%	-3.5%	-0.4%
Victoria's High Country	17.1%	19.9%	18.5%	18.5%	18.1%	17.8%	15.9%	14.6%	17.9%	17.8%	17.4%	0.3%	-0.4%	-0.4%
Yarra Valley and Dandenong Ranges	6.0%	7.0%	6.1%	6.1%	6.4%	5.8%	5.8%	6.6%	5.5%	6.3%	6.3%	0.3%	0.5%	0.0%
Regional Victoria	7.9%	8.8%	7.7%	7.9%	7.5%	7.6%	7.3%	7.5%	7.4%	7.6%	7.9%	0.0%	0.4%	0.3%
Victoria (internal contribution only)¹	5.0%	4.9%	4.9%	5.0%	4.9%	4.9%	4.9%	4.9%	5.0%	5.3%	5.5%	0.5%	0.6%	0.2%
<i>Rest of Australia</i>	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA			
Victoria (reported STSA estimates)²	5.3%	5.2%	5.2%	5.3%	5.2%	5.2%	5.2%	5.2%	5.4%	5.6%	5.8%	0.5%	0.6%	0.2%

Notes on the data

¹ A small portion of the indirect contribution of tourism is allocated to the 'rest of Australia' where the economic benefits of visitor spend in Victoria flow to other states and territories (eg. where a tourism business in Victoria uses interstate suppliers). The larger, remaining portion of the indirect contribution of tourism represents the economic benefits to and within Victoria.

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- Back cast estimates from 2006-07 to 2016-17 in the table above are based on the same methodology and are comparable.

- AAG - Average Annual Growth

Source

Regional TSA model 2016-17, Tourism Research Australia, Canberra, July 2018.



Economic Development,
Jobs, Transport
and Resources

Economic Contribution of Tourism to Victoria's Regions

2016-2017

Victoria's tourism regions 2006-07 to 2016-17 - Employment (000s)

Tourism Region	Tourism Employment											AAG* 2006-07 to 2016-17	AAG 2011-12 to 2016-17	Change 2015-16 vs 2016-17
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	Employed Persons (000s)		% p.a.
Direct tourism contribution														
Melbourne	57.3	54.5	63.8	64.3	67.1	67.3	67.8	68.0	71.9	74.7	79.1	3.3%	3.3%	5.9%
Daylesford and the Macedon Ranges	2.2	3.1	2.7	2.9	2.9	2.7	2.5	2.8	2.9	3.2	3.3	4.3%	4.4%	3.3%
Geelong and the Bellarine	4.4	4.8	4.9	5.5	5.0	5.1	4.8	4.9	5.3	5.5	5.9	3.0%	2.9%	6.4%
Gippsland	6.0	7.6	6.0	6.6	7.2	6.5	7.1	6.9	6.5	6.2	6.7	1.1%	0.7%	8.5%
Goldfields	5.2	4.1	5.2	5.2	5.7	5.9	5.6	5.7	5.9	5.6	6.4	2.1%	1.7%	15.0%
Grampians	2.9	2.4	2.7	2.5	2.8	2.7	2.9	2.7	3.0	2.7	3.4	1.8%	4.8%	25.4%
Great Ocean Road	6.7	8.1	7.7	7.4	7.4	7.7	6.5	7.3	7.5	7.2	8.3	2.1%	1.6%	15.9%
Mornington Peninsula	5.0	6.2	5.2	5.7	5.9	5.6	5.6	5.4	6.0	6.4	6.7	2.8%	3.5%	4.4%
Murray	8.4	10.1	8.0	8.7	8.6	8.4	8.8	8.5	8.9	8.5	9.2	0.9%	1.8%	8.2%
Phillip Island	2.8	3.8	3.2	3.3	2.9	3.4	3.6	3.1	2.7	3.1	3.3	1.7%	-0.3%	5.3%
Victoria's High Country	5.0	6.2	5.9	6.1	6.4	6.2	5.7	5.0	6.4	6.1	6.3	2.3%	0.3%	3.6%
Yarra Valley and Dandenong Ranges	4.0	4.7	4.4	4.5	5.0	4.5	4.5	5.0	4.5	5.0	5.2	2.6%	2.8%	3.1%
Regional Victoria	52.6	61.2	56.0	58.4	59.9	58.6	57.8	57.3	59.7	59.5	64.7	2.1%	2.0%	8.7%
Victoria	109.9	115.8	119.8	122.7	127.0	125.9	125.5	125.3	131.6	134.2	143.8	2.7%	2.7%	7.2%
Indirect tourism contribution														
Melbourne	23.4	22.9	26.8	27.4	28.8	30.1	31.3	32.4	34.5	37.7	40.7	5.7%	6.2%	7.9%
Daylesford and the Macedon Ranges	0.4	0.6	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.7	0.7	6.4%	6.6%	7.3%
Geelong and the Bellarine	1.4	1.6	1.6	1.8	1.6	1.7	1.6	1.7	1.9	2.0	2.2	4.7%	5.3%	8.0%
Gippsland	1.6	2.2	1.6	1.8	2.0	1.9	2.1	2.1	2.0	2.0	2.2	2.8%	2.8%	9.9%
Goldfields	1.7	1.3	1.7	1.6	1.8	2.0	1.9	2.0	2.1	2.0	2.4	3.8%	3.9%	19.1%
Grampians	0.6	0.5	0.5	0.5	0.6	0.6	0.6	0.6	0.7	0.7	0.8	4.0%	6.9%	23.6%
Great Ocean Road	2.0	2.6	2.3	2.2	2.2	2.4	2.1	2.5	2.5	2.5	2.9	3.5%	3.5%	16.5%
Mornington Peninsula	1.5	2.0	1.6	1.7	1.8	1.8	1.8	1.8	2.0	2.2	2.4	4.5%	6.0%	5.3%
Murray	2.2	2.8	2.1	2.3	2.3	2.3	2.5	2.5	2.6	2.6	2.8	2.5%	4.1%	9.1%
Phillip Island	0.8	1.2	0.9	0.9	0.8	1.0	1.1	1.0	0.8	1.0	1.1	3.1%	1.2%	4.8%
Victoria's High Country	1.3	1.7	1.6	1.6	1.8	1.8	1.6	1.5	1.9	1.9	2.0	3.9%	1.9%	2.1%
Yarra Valley and Dandenong Ranges	0.9	1.2	1.0	1.1	1.2	1.1	1.1	1.4	1.2	1.4	1.4	4.6%	5.1%	3.8%
Regional Victoria	14.4	17.7	15.4	16.1	16.6	17.1	17.0	17.8	18.2	19.0	20.9	3.7%	4.0%	9.8%
Victoria (internal contribution only)¹	37.9	40.7	42.2	43.5	45.4	47.2	48.3	50.2	52.7	56.7	61.6	5.0%	5.5%	8.5%
Rest of Australia	5.6	6.1	6.3	6.4	6.7	7.0	7.2	7.4	7.8	8.4	9.1	5.0%	5.5%	9.2%
Victoria (reported STSA estimates)²	43.5	46.8	48.5	50.0	52.1	54.2	55.5	57.6	60.6	65.1	70.7	5.0%	5.5%	8.6%
Total tourism contribution														
Melbourne	80.7	77.5	90.6	91.7	95.9	97.3	99.0	100.4	106.4	112.4	119.8	4.0%	4.2%	6.6%
Daylesford and the Macedon Ranges	2.6	3.8	3.2	3.4	3.4	3.2	3.0	3.4	3.5	3.9	4.0	4.6%	4.8%	4.0%
Geelong and the Bellarine	5.8	6.5	6.5	7.3	6.5	6.8	6.4	6.6	7.2	7.6	8.1	3.4%	3.5%	6.8%
Gippsland	7.6	9.9	7.6	8.4	9.2	8.4	9.2	9.0	8.5	8.1	8.9	1.5%	1.2%	8.8%
Goldfields	6.9	5.4	6.9	6.9	7.6	7.9	7.5	7.7	8.0	7.6	8.9	2.6%	2.2%	16.1%
Grampians	3.4	2.9	3.2	3.1	3.4	3.3	3.5	3.4	3.7	3.4	4.2	2.2%	5.2%	25.0%
Great Ocean Road	8.8	10.7	10.1	9.6	9.7	10.1	8.6	9.7	9.9	9.6	11.2	2.5%	2.1%	16.1%
Mornington Peninsula	6.6	8.2	6.8	7.4	7.7	7.4	7.4	7.2	8.0	8.6	9.0	3.2%	4.1%	4.6%
Murray	10.6	12.9	10.1	11.0	10.9	10.7	11.4	11.0	11.6	11.1	12.0	1.2%	2.3%	8.4%
Phillip Island	3.6	5.0	4.1	4.2	3.8	4.4	4.8	4.1	3.5	4.2	4.4	2.0%	0.0%	5.2%
Victoria's High Country	6.3	7.9	7.5	7.7	8.2	8.0	7.3	6.5	8.3	8.0	8.3	2.7%	0.7%	3.2%
Yarra Valley and Dandenong Ranges	4.9	5.9	5.5	5.6	6.2	5.6	5.7	6.4	5.7	6.4	6.6	3.0%	3.3%	3.3%
Regional Victoria	67.1	79.0	71.4	74.5	76.5	75.8	74.8	75.0	78.0	78.5	85.6	2.5%	2.5%	8.9%
Victoria (internal contribution only)¹	147.8	156.4	162.0	166.2	172.4	173.1	173.8	175.5	184.3	190.9	205.4	3.3%	3.5%	7.6%
Rest of Australia	5.6	6.1	6.3	6.4	6.7	7.0	7.2	7.4	7.8	8.4	9.1	5.0%	5.5%	9.2%
Victoria (reported STSA estimates)²	153.4	162.5	168.3	172.7	179.1	180.1	181.0	182.9	192.1	199.3	214.5	3.4%	3.6%	7.6%

Notes on the data

¹ A small portion of the indirect contribution of tourism is allocated to the 'rest of Australia' where the economic benefits of visitor spend in Victoria flow to other states and territories (eg. where a tourism business in Victoria uses interstate suppliers). The larger, remaining portion of the indirect contribution of tourism represents the economic benefits to and within Victoria.

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Source

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Economic Development,
Jobs, Transport
and Resources

Economic Contribution of Tourism to Victoria's Regions

2016-2017

Victoria's tourism regions 2006-07 to 2016-17 - Employment Share of Economy (%)

Tourism Region	Tourism Employment											Change 2006-07 to 2016-17	Change 2011-12 to 2016-17	Change 2015-16 vs 2016-17
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17			
Direct tourism contribution														
Melbourne	3.1%	2.9%	3.3%	3.3%	3.3%	3.3%	3.3%	3.3%	3.4%	3.4%	3.5%	0.4%	0.2%	0.1%
Daylesford and the Macedon Ranges	9.6%	13.4%	11.4%	11.8%	11.6%	10.5%	9.9%	11.0%	10.9%	11.8%	11.8%	2.2%	1.2%	-0.1%
Geelong and the Bellarine	4.7%	5.1%	5.1%	5.5%	4.9%	5.0%	4.7%	4.7%	5.0%	5.1%	5.2%	0.4%	0.2%	0.1%
Gippsland	7.1%	8.8%	6.8%	7.4%	7.8%	7.0%	7.6%	7.3%	6.7%	6.2%	6.5%	-0.7%	-0.5%	0.3%
Goldfields	5.3%	4.1%	5.1%	5.0%	5.3%	5.4%	5.1%	5.1%	5.2%	4.8%	5.3%	0.0%	-0.1%	0.5%
Grampians	8.2%	6.7%	7.4%	6.8%	7.4%	7.0%	7.5%	7.0%	7.4%	6.7%	8.0%	-0.2%	1.0%	1.4%
Great Ocean Road	13.2%	15.5%	14.6%	13.5%	13.2%	13.5%	11.4%	12.6%	12.6%	11.9%	13.2%	0.0%	-0.3%	1.4%
Mornington Peninsula	5.9%	7.0%	5.9%	6.2%	6.3%	5.9%	5.9%	5.6%	6.1%	6.3%	6.3%	0.4%	0.4%	0.0%
Murray	7.2%	8.4%	6.6%	7.0%	6.7%	6.5%	6.8%	6.5%	6.7%	6.2%	6.4%	-0.8%	-0.1%	0.2%
Phillip Island	31.2%	40.9%	33.5%	33.8%	29.7%	33.7%	36.0%	30.3%	25.7%	29.3%	29.7%	-1.5%	-4.0%	0.4%
Victoria's High Country	15.6%	18.7%	17.8%	17.7%	18.3%	17.5%	15.8%	13.8%	17.3%	16.1%	16.0%	0.4%	-1.5%	-0.1%
Yarra Valley and Dandenong Ranges	5.4%	6.2%	5.7%	5.8%	6.1%	5.5%	5.5%	6.0%	5.3%	5.7%	5.7%	0.3%	0.2%	0.0%
Regional Victoria	7.5%	8.5%	7.7%	7.8%	7.8%	7.6%	7.4%	7.3%	7.4%	7.2%	7.5%	0.0%	-0.1%	0.3%
Victoria	4.3%	4.4%	4.5%	4.5%	4.5%	4.5%	4.4%	4.4%	4.5%	4.5%	4.6%	0.3%	0.1%	0.1%
Indirect tourism contribution														
Melbourne	1.3%	1.2%	1.4%	1.4%	1.4%	1.5%	1.5%	1.6%	1.6%	1.7%	1.8%	0.5%	0.3%	0.1%
Daylesford and the Macedon Ranges	1.7%	2.6%	2.2%	2.1%	2.1%	2.1%	2.0%	2.3%	2.2%	2.5%	2.6%	0.9%	0.5%	0.1%
Geelong and the Bellarine	1.5%	1.7%	1.6%	1.8%	1.5%	1.6%	1.5%	1.6%	1.7%	1.8%	1.9%	0.4%	0.3%	0.1%
Gippsland	2.0%	2.6%	1.9%	2.0%	2.1%	2.0%	2.2%	2.3%	2.1%	2.0%	2.1%	0.1%	0.1%	0.1%
Goldfields	1.7%	1.3%	1.6%	1.6%	1.7%	1.8%	1.8%	1.8%	1.8%	1.7%	2.0%	0.3%	0.2%	0.3%
Grampians	1.6%	1.5%	1.5%	1.4%	1.5%	1.5%	1.6%	1.6%	1.8%	1.6%	1.9%	0.3%	0.4%	0.3%
Great Ocean Road	4.0%	4.9%	4.4%	4.0%	4.0%	4.3%	3.6%	4.3%	4.2%	4.1%	4.6%	0.6%	0.3%	0.5%
Mornington Peninsula	1.8%	2.3%	1.7%	1.9%	1.9%	1.9%	1.9%	1.9%	2.0%	2.2%	2.2%	0.5%	0.4%	0.0%
Murray	1.9%	2.3%	1.7%	1.9%	1.8%	1.8%	2.0%	1.9%	2.0%	1.9%	2.0%	0.1%	0.2%	0.1%
Phillip Island	8.9%	12.5%	9.6%	9.7%	8.4%	10.2%	11.2%	9.8%	8.0%	9.7%	9.8%	0.8%	-0.5%	0.1%
Victoria's High Country	4.2%	5.3%	4.8%	4.8%	5.0%	5.0%	4.6%	4.1%	5.2%	5.1%	5.0%	0.8%	-0.1%	-0.1%
Yarra Valley and Dandenong Ranges	1.3%	1.6%	1.4%	1.4%	1.5%	1.4%	1.4%	1.7%	1.4%	1.6%	1.6%	0.3%	0.2%	0.0%
Regional Victoria	2.1%	2.5%	2.1%	2.2%	2.2%	2.2%	2.2%	2.3%	2.3%	2.3%	2.4%	0.4%	0.2%	0.1%
Victoria (internal contribution only)¹	1.5%	1.6%	1.6%	1.6%	1.6%	1.7%	1.7%	1.8%	1.8%	1.9%	2.0%	0.5%	0.3%	0.1%
<i>Rest of Australia</i>	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA			
Victoria (reported STSA estimates)²	1.7%	1.8%	1.8%	1.8%	1.9%	1.9%	2.0%	2.0%	2.1%	2.2%	2.3%	0.6%	0.3%	0.1%
Total tourism contribution														
Melbourne	4.4%	4.1%	4.7%	4.7%	4.7%	4.8%	4.8%	4.9%	5.0%	5.2%	5.3%	0.9%	0.5%	0.1%
Daylesford and the Macedon Ranges	11.3%	16.0%	13.6%	13.9%	13.7%	12.6%	11.8%	13.3%	13.1%	14.3%	14.3%	3.0%	1.7%	0.0%
Geelong and the Bellarine	6.2%	6.8%	6.7%	7.3%	6.4%	6.6%	6.2%	6.3%	6.7%	6.9%	7.1%	0.8%	0.5%	0.2%
Gippsland	9.1%	11.4%	8.7%	9.4%	10.0%	9.0%	9.8%	9.5%	8.8%	8.2%	8.6%	-0.5%	-0.4%	0.4%
Goldfields	7.0%	5.4%	6.7%	6.5%	7.0%	7.3%	6.8%	7.0%	7.0%	6.5%	7.3%	0.3%	0.0%	0.8%
Grampians	9.8%	8.1%	8.9%	8.3%	8.9%	8.6%	9.1%	8.7%	9.2%	8.3%	10.0%	0.1%	1.4%	1.7%
Great Ocean Road	17.2%	20.4%	18.9%	17.6%	17.2%	17.8%	15.0%	16.9%	16.8%	15.9%	17.8%	0.6%	0.0%	1.8%
Mornington Peninsula	7.7%	9.2%	7.6%	8.1%	8.2%	7.8%	7.8%	7.5%	8.1%	8.5%	8.6%	0.9%	0.8%	0.0%
Murray	9.1%	10.8%	8.3%	8.9%	8.5%	8.4%	8.8%	8.5%	8.6%	8.1%	8.4%	-0.7%	0.1%	0.3%
Phillip Island	40.2%	53.3%	43.1%	43.5%	38.1%	43.9%	47.2%	40.1%	33.7%	39.0%	39.5%	-0.7%	-4.4%	0.4%
Victoria's High Country	19.8%	23.9%	22.6%	22.6%	23.3%	22.6%	20.4%	18.0%	22.5%	21.2%	21.0%	1.2%	-1.6%	-0.2%
Yarra Valley and Dandenong Ranges	6.7%	7.8%	7.1%	7.1%	7.6%	6.9%	6.9%	7.7%	6.7%	7.3%	7.3%	0.6%	0.4%	-0.1%
Regional Victoria	9.6%	10.9%	9.8%	10.0%	9.9%	9.8%	9.6%	9.5%	9.6%	9.5%	9.9%	0.3%	0.2%	0.4%
Victoria (internal contribution only)¹	5.8%	6.0%	6.1%	6.1%	6.2%	6.2%	6.1%	6.1%	6.3%	6.4%	6.6%	0.8%	0.4%	0.2%
<i>Rest of Australia</i>	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA			
Victoria (reported STSA estimates)²	6.0%	6.2%	6.3%	6.4%	6.4%	6.4%	6.4%	6.4%	6.6%	6.7%	6.9%	0.9%	0.5%	0.2%

Notes on the data

¹ A small portion of the indirect contribution of tourism is allocated to the 'rest of Australia' where the economic benefits of visitor spend in Victoria flow to other states and territories (eg. where a tourism business in Victoria uses interstate suppliers). The larger, remaining portion of the indirect contribution of tourism represents the economic benefits to and within Victoria.

² These are the published estimates for Victoria in the State Tourism Satellite Accounts 2016-17 by Tourism Research Australia (publicly released in April 2018).

- Back cast estimates from 2006-07 to 2016-17 in the table above are based on the same methodology and are comparable.

- AAG - Average Annual Growth

Source

Regional TSA model 2016-17, Tourism Research Australia, Canberra, July 2018.



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